



Third Party Event Fundraising Guide

Thank you for your interest in hosting an event to support Cancer Support Community Montana (CSC). Prior to hosting an event to benefit CSC, we ask that you complete a Third Party Event Proposal Form. The form must be submitted and approved by Cancer Support Community Montana before the event can be promoted to the public. Fundraising events must also comply with all relevant state and federal laws.

Please remember that while the staff at CSC is able to provide advice and guidance, we do not have the personnel to handle the organizational and administrative aspects of a third party event so you are solely responsible for the development and execution of the third party event. Because we greatly appreciate the efforts made by those organizing a fundraiser on our behalf, CSC does make every effort have a representative attend third party events.

This guide is intended to help you structure a successful fundraiser in compliance with Cancer Support Community requirements. The Special Event Proposal and License Agreement form must be approved by Cancer Support Community before you can begin to use the marks or raise money on our behalf. Before signing the License Agreement, please review the following information carefully and let us know if you have any questions about the Special Event Proposal and License Agreement, this guide, your proposed fundraiser or anything else.

Organizer Responsibilities

You, the event organizer, are responsible for planning and obtaining support for your fundraiser from inception to the day the check or donation is issued to CSC. It is your job to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including its fundraising aspects.

You agree to pay all costs associated with advertising, developing and printing promotional and marketing materials for the fundraising program

We look forward to answering your questions and providing support where we can. You must demonstrate a willingness and ability to fully coordinate a successful effort in order for your event to be approved.

Approval Process

At the end of this packet, you will find a Special Event Proposal and License Agreement. Please return it to the CSC contact prior to any event promotion for approval. Your submission will be

reviewed by CSC and we will call you with any questions and help revise any areas that are not in compliance with our standards.

CSC name and logo usage

A copy of the Cancer Support Community Montana logo will be attached to your approval email in jpeg format. Some rules for using the logo:

- Please do not use logos found on the internet. We will provide you with the most current version.
- The logo’s typestyle was developed especially for CSC and must be used as it appears nor appear in any other color besides what is currently approved.
- Please do not use “Cancer Support Community” in the title of your event such as CSC Golf Outing, instead you can use “Golf Outing to benefit Cancer Support Community”
- Until written permission is given, the CSC name and/or logo cannot be used for any purpose.
- CSC must review all promotional materials that include CSC logo or name (including press releases, t-shirts, posters, brochures, etc) before they are used or made public. Please provide a minimum of seven (7) days to review your materials.
- The proper use of the name is: Cancer Support Community. (note that there is no “The” in front of the name)

Disclosing Your Donation

Please include language that discloses how your fundraiser is benefiting CSC in all publicity that mentions Cancer Support Community. If you need assistance determining the appropriate language, please ask your CSC contact.

You must clearly disclose how CSC benefits from the sale of products or services (i.e. cause marketing) when you state or imply that a charity will benefit from a transaction. Such promotions should disclose, at the point of solicitation:

- The actual or anticipated portion of the purchase price that will benefit CSC (e.g., 50 cents will be contributed to CSC for every XYZ company product sold).
- The duration of the campaign (e.g., the month of December)
- Any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$20,000)

Donation type	Sample language
100% of funds collected will be donated to Cancer Support Community.	“100% of ticket sales/registration fees/purchase price benefits Cancer Support Community.”
If all the money minus your expenses on the event will be donated to Cancer Support Community, state the minimum portion or percentage of the amount	“A minimum of \$__ from every ticket sold will benefit Cancer Support Community.” “Eighty percent of ticket sales will benefit

charged that will benefit CSC.	Cancer Support Community.”
If a specific dollar amount in the purchase of a product is going to CSC, state the dollar amount.	“For every car we sell on Sunday, \$100 will go to Cancer Support Community.”

Raffles

- Raffles can be done on behalf of CSC and is a great way to raise funds. It is important that 1) you disclose how much of the funds will go to Cancer Support Community, and 2) understand the IRS requirements for holding a raffle, and agree to comply with those requirements (a copy can be provided for you).

Getting Donations for Your Event

If you are planning to go to companies or organizations to get donations or sponsors for your event, please provide us with a list of who you plan to approach, because we may already have a relationship with them. It is not our desire to limit your plans, but to protect our own relationships with those who give directly to CSC on a regular basis.

We may also have recommendations on those who might or might not be good to approach. Because many area companies and organizations do so much for us, we must be careful about duplicating efforts and making these groups feel like a lot of people are asking for donations on our behalf. We ask that you only approach businesses that have been approved by CSC.

Closing Out Your Fundraiser

After your event we do have a few housekeeping items that will need to be completed for us to properly close out your event file within the guidelines provided by Cancer Support Community.

- If donors expect a tax receipt for their donations, please ask them to make their donation by individual check that includes the donor’s name and address. The check must be payable to *Cancer Support Community*, not to individuals or another organization.
 - All donors must be aware that all “chance to win” games (i.e. raffles) are not tax deductible.
- Deliver the funds to CSC within 30 days. You can mail donations to our office, deliver donations in person or we can arrange to pick them up from you. We rely on these funds to maintain and expand the CSC program so people impacted by cancer can find social and emotional support...at no cost to them.
- Do not deposit any checks made payable to “Cancer Support Community” or attempt to open a bank account in the name “Cancer Support Community.” Please deliver all checks made payable to CSC and we will deposit them.

Guaranteed Minimum Donation: \$

Please list all potential sponsors and donors for your event. *Attach a separate sheet if necessary.*

Indicate resources you request from Cancer Support Community Montana:

- CSC Kit (Free)
Includes (4) generic 8½" x 11" fact sheets, (10) CSC pamphlets, (20) CSC Brochures
- Template for writing a press release (Press releases may only be released on a local level, and may not be issued outside of the territory served by Cancer Support Community.)
- CSC representative to attend
- Template for thank you letters
- Add our event to www.cancersupportmontana.org online calendar of events
Description for calendar listing:

Please read the license terms and conditions and agree to them by signing below.

Terms and Conditions

1. Sponsor agrees to provide Cancer Support Community Montana with all of the net proceeds from the Event, along with a written accounting of Event within thirty (30) days after the Event. Accounting must be in a format acceptable to CSC and set forth the total amount raised by the event and the total expenses incurred, including an itemization and supporting documentation for any expenses in excess of \$500. CSC may audit the Event revenues and expenses, if necessary.

2. Sponsor acknowledges: (a) that CSC is a licensed affiliate of the Cancer Support Community, the owner of certain federally registered and common law trademarks, service marks and trade names including GILDA'S CLUB, CANCER SUPPORT COMMUNITY and (collectively, the "Marks"); and (b) that Sponsor's use of the Marks is for the benefit of CSC. If (and only if) this proposal is approved by CSC, Sponsor will be granted a non-exclusive license to use the Marks in connection with the Event, although only within the geographic territory served by our chapter, i.e., [describe chapter territory]. Sponsor recognizes the need and agrees to maintain high standards in promoting, producing and conducting the Event, for the protection and enhancement of the Marks and the goodwill associated therewith.

3. The term of the license granted hereunder shall be from the date CSC approves Sponsor's proposal until the conclusion of the Event; provided, however, that CSC has the right to terminate the license if it determines, in its reasonable discretion that the Event is or will likely be injurious to the Marks.

4. Sponsor understands and agrees that any use of the Marks is subject to the prior written approval of CSC, such approval not to be unreasonably withheld. Accordingly, Sponsor agrees to submit to CSC for approval all printed materials (e.g. flyers, invitations, t-shirts, etc.) that contain the Marks, as well as all publicity releases and advertising relating to the Event (whether television, radio, newspaper, internet or any other form), prior to the production, distribution, broadcast, or publication thereof.

5. Sponsor understands and agrees that the Marks: (a) may not be altered in any way (including stretching of the logo), nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to CSC mission. Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory (Montana), nor may it use the Marks on the Internet and/or in conjunction with any news wire service without CSC prior written approval.

6. In accordance with industry standards, Sponsor agrees that any solicitations made in conjunction with the sale of products or services that state or imply that CSC will benefit from a consumer sale or transaction will disclose at the point of solicitation, and in a manner acceptable to CSC: (a) that CSC is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit CSC; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount. In addition, all solicitations shall specify that written information about CSC is available by calling (406) 522-1600 or by visiting www.cancersupportmontana.org.

7. Sponsor understands and agrees: (a) that it is the sponsor of the Event; (b) that CSC is in no way responsible for the Event; and (c) that the Event will result in no cost or expense to CSC whatsoever, unless Foundation has expressly agreed in writing to the contrary.

8. In order to avoid inadvertently jeopardizing existing relationships between CSC and its donors, Sponsor agrees to receive approval from CSC before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.

9. Sponsor represents to CSC: (a) that it will comply with all applicable federal, state and local laws during the planning, promotion and conduct of the Event; and (b) that all necessary insurance and requisite licenses and permits will be obtained and will be in full force during the Event.

10. Sponsor agrees to defend, indemnify, and hold harmless Cancer Support Community Montana, any affiliated and related organizations, and the officers, directors, employees, agents, and legal representatives of each, from and against any and all claims, losses, damages, costs and expenses, and liabilities of whatever kind or nature caused by, arising out of, or occurring in connection with, or claimed to have been caused by, arisen out of, or occurred in connection with, any act or omission of Sponsor relating to the Event.

11. Sponsor agrees that CSC has the right to withdraw its name from affiliation with Sponsor or the Event if the Board of Trustees of CSC determines, in its reasonable discretion that the Event is or will likely be injurious to CSC or the Marks.

12. Sponsor's license to use the Marks shall terminate at the conclusion of the Event. Thereafter, Sponsor may continue to receive funds for CSC, provided such funds are paid promptly to CSC. However, Sponsor shall discontinue use of the Marks following the termination date unless expressly authorized to the contrary in writing by CSC.

13. Nothing in the document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Cancer Support Community Montana, nor shall it create a joint venture, partnership or other similar relationship between CSC and Sponsor, and it is the specific intent of the parties that no such relationship be established hereby. Thus, for example, Sponsor may not open a bank account in CSC name, nor may it endorse or attempt to negotiate any checks made payable to Cancer Support Community, all of which must be promptly forwarded to CSC for processing.

14. Sponsor agrees Sponsor has received a copy of the Third Party Event Fundraising Guide ("Fundraising Guide") and further agrees to abide by all the terms and conditions set forth in the Fundraising Guide, which are incorporated herein by reference.

15. This Fundraising License Agreement reflects the entire agreement between the parties and supersedes all prior understandings and agreements, whether written or oral. It may be amended or modified only by a subsequent writing signed by both parties.

Thank you so much for helping us expand the CSC program so people impacted by cancer can find social and emotional support...at no cost to them.

Note: This Special Event Proposal and License Agreement does not become effective until it is signed by an authorized CSC Executive Director.

I acknowledge that I have read this agreement, understand its terms and agree to abide by them, and I have been provided a copy.

PROPOSED BY:

APPROVED BY:

*Print name of authorized representative
of sponsor*

*Print name of Executive Director of
Cancer Support Community Montana*

Title

Date

Date

Signature

Signature